

## Claims

1. A data storage device display assembly including:
  - a display panel having at least two main surfaces with one being a display surface;
  - a data storage device attachment device secured to said display surface, said device including a carrier strip with first and second faces, said device including first adhesive on the first face and adhered to the display surface and further including a second adhesive on the second face and facing generally the same direction that the display surface faces, said second adhesive being a reusable adhesive; and
  - a data storage device in contact with the second adhesive removably securing the data storage device to the panel.
2. A display assembly as set forth in claim 1 wherein the first and second adhesives include pressure sensitive adhesive.
3. A display assembly as set forth in claim 2 wherein said first adhesive is shrink resistant after application to the display panel.
4. A display assembly as set forth in claim 3 wherein said first adhesive does not require heat to effect bonding to the display panel.
5. A display assembly as set forth in claim 4 wherein the first adhesive is permanent adhesive.

6. A display assembly as set forth in claim 5 wherein the data storage device includes a data card.

7. A display assembly as set forth in claim 1 wherein the carrier strip is made of a polymeric material.

8. A display assembly as set forth in claim 1 wherein said the peel strength of the second adhesive with the data storage device is less than the peel strength of the first adhesive with the display panel.

9. A display assembly as set forth in claim 8 wherein the second adhesive was a surface area of contact on the card less than a surface area of contact of the first adhesive on the display panel.

10. A display assembly as set forth in claim 1 wherein the second adhesive is present on the carrier strip in a plurality of spots.

11. A method of making a data storage device display assembly, said method including:

providing a plurality of display panels, each said display panel having an exposed display surface;

providing an attachment device comprising a carrier with first and second surfaces and reusable adhesive on the first surface and permanent adhesive on the second surface;

bonding an attachment device to a respective display panel by bringing the permanent adhesive into contact with a respective display surface;

providing a plurality of data storage devices each having a pair of surfaces; and  
bonding a data storage device to a respective display panel by bringing a said data storage device surface into contact with the reusable adhesive whereby a data storage device is releasably mounted on a respective display panel.

12. A method as set forth in claim 11 wherein the attachment device is brought to the display panel by blowing at an attaching station.

13. A method as set forth in claim 12 including feeding the attachment devices to the attaching station on an elongate carrier strip to which the attachment devices are releasably mounted.

14. A method as set forth in claim 13 wherein the data storage devices include data cards.

15. A method as set forth in claim 11 wherein the permanent adhesive has a higher peel strength with the display panel than the reusable adhesive has with the data card.